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T.R.A. DOCKET ROOM

Monday, November 22, 2004

Tennessee Regulatory Authority
Attn: Chairman Pat Miller
460 James Robertson Parkway
Nashville, TN 37243

Dear Chairman Miller:

04-00342

The Tennessee Alliance of Information and Referral Systems is pleased to submit this petition (original plus 14 copies) for designation as the State 2-1-1 Collaborative. Ron Reid (TNAIRS President) and I worked with other members to devise a plan whereby TNAIRS members could cover the entire state. If you have any questions or need for more detailed information, please do not hesitate to call or email me.

Sincerely,

A handwritten signature in cursive script that reads "Doug Fluegel".

Doug Fluegel
2-1-1 State Director
Tennessee Alliance of Information & Referral Systems
780-2430
doug@211tn.org

what matters.TM

**BEFORE THE TENNESSEE REGULATORY AUTHORITY
NASHVILLE, TENNESSEE**

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IN RE:

**PETITION OF TENNESSEE ALLIANCE OF
INFORMATION & REFERRAL SYSTEMS)
FOR 2-1-1 COLLABORATIVE DESIGNATION)**

T.R.A. DOCKET ROOM

TRA Docket No. 04-00342

PETITION FOR DESIGNATION AS THE STATE 2-1-1 COLLABORATIVE

The Tennessee Alliance of Information & Referral Systems ("Petitioner") respectfully submits this Petition for designation as the state 2-1-1 collaborative for the purpose of providing health and human services information and referral to citizens in Tennessee.

INTRODUCTION

1. Petitioner is a charitable not-for-profit corporation. Tennessee Alliance of Information & Referral Systems' (TNAIRS) principal place of business is in Nashville, TN.
2. TNAIRS is a membership organization representing professional information & referral agencies in Tennessee, including agencies currently providing 2-1-1 services in Knoxville, Chattanooga, Kingsport, and Nashville and the future Memphis 2-1-1 call center. United Ways of Tennessee is a member of TNAIRS and all of the current 2-1-1 call centers receive funding through their local United Way. Area Agencies on Aging and Disability and Tennessee Development Districts throughout the state are members of TNAIRS.

DESIGNATION SOUGHT

3. Petitioner seeks designation as 2-1-1 Collaborative for the state of Tennessee. As 2-1-1 Collaborative, petitioner would be responsible for implementing a plan for 2-1-1 services in all parts of the state and for applying for federal funding through the Calling for 2-1-1 Act.

STANDARD FOR GRANT OF PETITION

4. On May 24, 2004, Governor Phil Brdensen signed and approved Chapter No. 762, The Calling for 2-1-1 Act. This legislation set a deadline of December 31, 2004 for the Tennessee Regulatory Authority to designate a 2-1-1 Collaborative.

REASONS SUPPORTING DESIGNATION AS 2-1-1 COLLABORATIVE

5. Petitioner represents both current and future 2-1-1 call centers in Knoxville, Kingsport, Chattanooga, Nashville, Memphis, Cookeville, Tullahoma, Jackson, Johnson City, and Clarksville.
6. Petitioner is the state affiliate of the Alliance of Information & Referral Systems (AIRS). As such, petitioner exists to improve access to services for all people through the mechanism of information & referral and subscribes to standards set forth by the National 2-1-1 Coalition (AIRS and United Way of America). Petitioner understands and agrees to abide by the FCC guidelines for 2-1-1 provision.
7. TNAIRS, in alignment with the national 2-1-1 coalition, seeks to provide information and referral services through local agencies whenever possible. This petition recommends 2-1-1 call centers operate in the following cities: Knoxville, Kingsport, Johnson City, Chattanooga, Cookeville, Tullahoma, Nashville, Murfreesboro, Columbia, Clarksville, Jackson, and Memphis. TNAIRS members operate current 2-1-1 call centers in Knoxville, Kingsport, Chattanooga, and Nashville (the Nashville 2-1-1 includes three call centers: Nashville; Murfreesboro; and Columbia). The 2-1-1 call center in Memphis will be operated by Ron Reid, President of TNAIRS. Jane Schlee, Knoxville 2-1-1, is the Vice President. Doug Fluegel, Treasurer, is 2-1-1 State Director, named by both TNAIRS and the United Ways of Tennessee. The TNAIRS board

includes Tina Benson, Chief Operating Officer of the Crisis Center (Nashville 2-1-1); Diane Collins (Chattanooga 2-1-1); Cheryl Hultman (Murfreesboro 2-1-1); Lynn Sorrell (Kingsport 2-1-1); Laura Truelove (Columbia 2-1-1); Dwight MacPherson (Johnson City 2-1-1); and Audrey May (Memphis 2-1-1), TNAIRS Secretary. The TNAIRS Officers, Ron Reid, Jane Schlee, Doug Fluegel, and Audrey May are on the TNAIRS board.

8. Petitioner's members have a long history of providing information and referral services to communities in Tennessee.

9. Petitioner's plan to cover all parts of the state (see map in appendix):

The Kingsport call center, Contact-Concern of NE TN, Inc, will cover Hawkins, Sullivan, and Johnson Counties (3). These are the counties currently served by Kingsport 2-1-1. No new counties will be added.

The Johnson City call center, Contact Ministries, will cover Greene, Washington, Unicoi, and Carter (4). The TRA has approved Johnson City 2-1-1's petition but Johnson City made the decision to stop receiving 2-1-1 calls due to the high number of phantom calls. The new telecommunications equipment will solve this problem and allow Johnson City to resume 2-1-1 for these counties.

The Knoxville call center, East Tennessee Information & Referral, will cover Knox, Monroe, Blount, Sevier, Cocke, Jefferson, Hamblen, Grainger, Hancock, Claiborne, Union, Campbell, Scott, Anderson, Morgan, Roane, and Loudon (17). The Knoxville Center will expand their current coverage area by 8 counties. They currently receive 2-1-1 calls from Knox and all contiguous counties.

The Chattanooga call center, United Way of Chattanooga, will cover Hamilton, Polk, McMinn, Bradley, Meigs, Rhea, Bledsoe, Sequatchie, Marion, and Grundy (10). The

Chattanooga center will expand its coverage area by 7 counties. Currently, Chattanooga 2-1-1 receives 2-1-1 calls from Hamilton, Rhea, and Bradley Counties.

The Cookeville call center, United Way of Putnam County, will cover Putnam, Cumberland, Fentress, Pickett, Overton, Clay, Jackson, White, Van Buren, and Warren (10). The Cookeville center currently does not answer any 2-1-1 calls. All these counties are new.

The Tullahoma call center, Contact Lifeline, will cover Coffee, Bedford, Moore, and Franklin (4). The Tullahoma center currently does not answer any 2-1-1 calls. All these counties are new.

The Nashville call centers, Crisis Center, First Call for Help, and The Family Center, will cover Davidson, Williamson, Maury (The Family Center), Rutherford (First Call for Help), Cannon, DeKalb, Smith, Wilson, Trousdale, Macon, Sumner, Robertson, Cheatham, Dickson, Henry, Benton, Perry, Hickman, Lewis, Wayne, Lawrence, Giles, Marshall, Lincoln, Chester, Decatur, Hardin, and Humphreys (28). The Nashville center currently answers 2-1-1 calls from 11 counties: Davidson, all contiguous, plus Maury, Cannon, Trousdale, and Dickson. Nashville 2-1-1 is adding 17 counties to its coverage area.

The Clarksville call center, Clarksville Crisis Call-Line, will cover Montgomery, Stewart, and Houston (3). The Clarksville center currently does not answer any 2-1-1 calls. All these counties are new.

The Memphis call center, LINC, will cover Shelby, Fayette, Tipton, Lake, Obion, and Lauderdale (6). The TRA designated Memphis to handle 2-1-1 calls from Shelby, Fayette, Tipton, and Lauderdale. Lake and Obion are new counties.

The Jackson call center, United Way of West Tennessee, will cover Madison, Carroll, Henderson, McNairy, Hardeman, Haywood, Crockett, Dyer, Gibson, and Weakley (10). The Jackson center currently does not answer any 2-1-1 calls. All these counties are new.

10. Information requested in docket 04-00342

- a. Financial status: TNAIRS members included in this plan will be responsible for providing ongoing funding for their own call centers. Each TNAIRS member raises money through fundraising events, United Way allocations, and government support. Call centers accept the burden of ongoing financial support and understand that the TRA will not provide ongoing financial support.
- b. Technical ability: The TRA has already designated 2-1-1 call centers in Knoxville, Kingsport, Johnson City, Chattanooga, Nashville, Murfreesboro, Columbia, and Memphis and has deemed these centers technically competent. Additional centers include United Way of Putnam County which currently runs a First Call for Help information & referral line for Putnam County; Contact Lifeline of Tullahoma which currently runs an information & referral line for Coffee, Franklin, Moore and Bedford Counties; Clarksville Crisis Call-Line, which currently runs an information & referral line for Montgomery, Stewart, and Houston Counties; and United Way of West Tennessee, which currently answers information & referral questions for 10 counties in West Tennessee. In addition to these members, other TNAIRS members have expressed interest in partnering with 2-1-1 in the future if federal funding comes available. These include three development districts in Tennessee: Northwest in Martin, Southwest in Jackson, and South Central in Columbia. These centers are not included in the start up budget for this petition. TNAIRS supports local call centers for 2-1-1 whenever possible because they are closer to the agencies given as referrals and can provide better help to local citizens.
- c. Managerial capability: Again, the TRA has already approved applications from 2-1-1's in Knoxville, Kingsport, Johnson City, Chattanooga, Nashville, Murfreesboro,

Columbia, and Memphis. The new call centers in Tullahoma, Clarksville, Cookeville, and Jackson have shared the following information regarding management experience.

- i. The Tullahoma Center, Contact Lifeline, has been providing local information & referral since 1981. The manager, Jason Fisher, has four years of information & referral experience. Jason has a BS in Psychology from Middle Tennessee State University and CONTACT has a 12-member board made up of local leaders and volunteers.
- ii. The Clarksville Center, Clarksville Crisis Call-Line (CCC), started in 1987 and has been providing local information & referral since 1990. The manager, Terrie Williams, has led the organization since 1988. Terrie has a Bachelors in Social Work from Austin Peay State University. CCC has an 18-member board made up of area leaders and volunteers. Terrie supports three part-time staff with combined I&R experience of over 30 years.
- iii. The Jackson Center, United Way of West Tennessee, has been providing local information & referral since 1941. The manager, Barry Matthews, has eight years of information & referral experience and leads the United Way of West Tennessee. Previously, he was Executive Director of the Southwest Tennessee Development District / Area Agency on Aging, a regional resource of information and programs for older adults.
- iv. The Cookeville First Call Center, run by United Way of Putnam County, has been providing local information & referral since 1991 and serves the Upper Cumberland Region. The manager, Melinda James, has five years of information & referral experience. First Call is represented by an Advisory

Board of Directors made up of Upper Cumberland Volunteers with average experience of 11 years serving with local non-profits.

- d. Statewide coverage: TNAIRS will arrange central office switching with incumbent local exchange providers throughout the state. Each central office will forward 2-1-1 calls to the local 2-1-1 center by 10-digit local numbers or 800 numbers. Timing depends on the TRA's timeline in investing the startup money and on the ILEP's time to make the switching changes. Complete coverage will also depend on installation of equipment to minimize the phantom call effect. Installation of Nortel Business Communication Manager systems in many sites will solve this problem and ensure future compatibility of all phone systems for a statewide network. BellSouth Equipment Sales has provided the quotes for installing these systems but timing for installation and training will vary by site. Thus, it is impossible to give an estimated time for each county's connection to 2-1-1.
- e. Collaborative Members: see member list, appendix C.
- f. Start-up expenses: see budget, appendix A.

CONCLUSION

10. Petitioner respectfully requests that the TRA designate TNAIRS as the 2-1-1 Collaborative for the State of Tennessee.

Respectfully submitted,



Ronald E. Reid, President
TNAIRS
PO Box 40752
Nashville, TN 37204
(901) 415-2716

Date: November 18, 2004

Appendix A Proposed expenditures for Tennessee statewide 2-1-1 coverage: \$342,729

Telecommunications equipment: \$145,325

Equipment is needed at several locations to provide automatic call distribution and protection from phantom calls. ACD features will help call centers hold callers in queue for the next available agent. Phantom calls are alleviated by a front-end custom call routing that requires callers to press a button to continue. Headsets for telephone agents are also included in this quote.

Database software and creation: \$76,800

In order to meet AIRS standards, we will install Resource House software at locations that are not currently using AIRS-compliant software. This software helps each call center maintain a list of resources in the area. Some call centers are significantly expanding their coverage area and will require one-time labor hours to locate and document resources in outlying counties. Other call centers need to migrate their existing data from another software program.

Computers: \$15,200

Several agencies are running on old computers that will not support the Resource House software. Others are hiring more staff due to increased call volume and will need computers for the new staff.

Central Office Switching: \$39,424

Each central office in TN will require programming to send the calls to the local call center.

Emergency and Disaster Preparedness: \$6,000

The four largest centers (Nashville, Memphis, Knoxville, and Chattanooga) will purchase generators, radios, and extra telephone seat licenses for telecommuting. This will help 2-1-1 operators to take calls in the event of a localized disaster. The smaller centers can quickly send callers to the closest working call center by rerouting calls at the central office in the event of an emergency.

Quality Monitoring: \$40,000

The four largest centers (Nashville, Memphis, Knoxville, and Chattanooga) will purchase monitoring systems that will allow call recording for quality purposes. These four centers expect to handle 71% of the statewide call volume.

Project Management: \$20,000

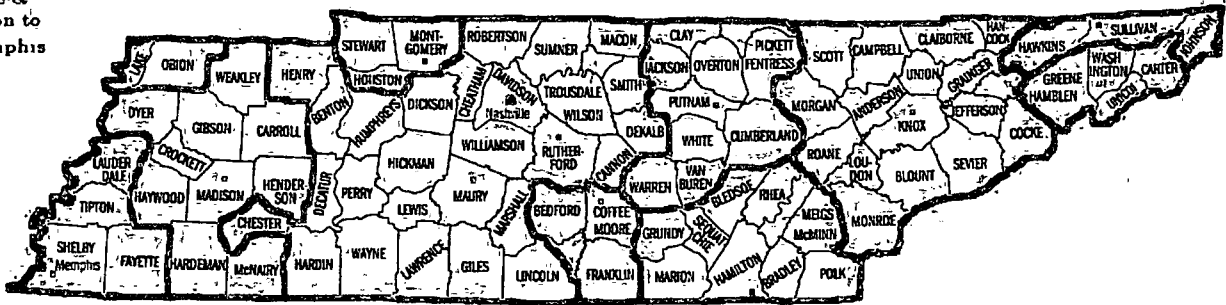
Doug Fluegel is the 2-1-1 State Director in title but his pay comes from United Way of Metropolitan Nashville. To complete the setup of 2-1-1 for statewide coverage will take a significant portion of his time and include site visits. If a piano falls on his head and he spends the rest of the year in a coma, TNAIRS also needs to make sure we can hire another knowledgeable consultant to take on the challenge.

Line-item Budget by Location

Call Center	Phone	Headsets	Computers	CO Switching	Emergency	Quality	Software	Data Input
Chattanooga	\$ 15,000		\$ 2,400		\$ 1,500	\$10,000		\$ 3,800
Cookeville	\$ 16,905	\$ 268	\$ 800				\$ 6,000	\$ 2,000
Jackson	\$ 16,905	\$ 268	\$ 800				\$ 6,000	\$ 5,000
Johnson City	\$ 10,714	\$ 268	\$ 800				\$ 6,000	\$ 3,500
Kingsport	\$ 10,954	\$ 268	\$ 1,600				\$ 6,000	\$ 3,500
Knoxville	\$ 18,870	\$ 1,340	\$ 3,200		\$ 1,500	\$10,000		\$ 8,000
Memphis	\$ 30,000				\$ 1,500	\$10,000		\$ 2,000
Montgomery	\$ 10,487	\$ 268	\$ 1,600				\$ 6,000	\$ 2,000
Nashville	\$ 1,292	\$ 536	\$ 3,200		\$ 1,500	\$10,000		\$ 9,000
Tullahoma	\$ 10,714	\$ 268	\$ 800				\$ 6,000	\$ 2,000
Total	\$ 141,841	\$ 3,484	\$ 15,200	\$ 39,424	\$ 6,000	\$40,000	\$ 36,000	\$ 40,800
Grand Total	\$ 322,749							

Appendix B Proposed Coverage Map

Lake &
Obion to
Memphis



Appendix C TNAIRS Membership List

TNAIRS Membership

Organization	Member Reps	Address	Email	Telephone
East TN Information & Referral (2-1-1)	Jane Schlee Sharon Coonrod	PO Box 33002 Knoxville, 37930	jshlee@211easttn.org	865-938-6214 865-938-6211
Southeast TN Area Agency on Aging & Disability	Julia Axley Katherlyn Geter	PO Box 4757 Chattanooga 37405	jaxley@sedev.org	423-424-4256
Crisis Center, Inc	Tina Benson Melissa Watts	PO Box 40752 Nashville 37204	tina@crisiscntr.org	615-298-3359
TN Commission on Aging & Disability	Jerry Blasingame Nancy Brode	500 Deaderick Street Suite 825 Nashville 37243-0860	Jerry.Blasingame@state.tn.us	615-741-2056
Senior Services (Generations, Inc.)	Dorothy Bogard Deloris Walker	4700 Poplar Avenue Memphis 38117	Dorothy_Bogard@enablinglives.org	901-766-0600
United Way of Metro Nashville	Doug Fluegel Phil Orr	250 Venture Circle Nashville 37220	doug.fluegel@unitedwaynashville.org	615-780-2430
First Call for Help	Cheryl Hultman Ruth Ventrice	836 Commercial Court Murfreesboro 37129	Hultmanc@xspedius.net	615-907-1114
Contact Ministries	Dwight MacPherson Becki Persinger	PO Box 1403 Johnson City 37605	contactministriesstaff@yahoo.com jccall@xtn.net	423-926-0140
Southwest TN Area Agency on Aging and Disability	Shelley Matthews Dorothy Montague	27 Conrad Drive Suite 150 Jackson 38305	smathews@swtdd.org dmontague@swtdd.org	731-668-6967
LINC/MSCPLIC	Ron Reid Audrey May	3030 Poplar Avenue Memphis 38111	reidr@memphis.lib.tn.us maya@memphis.lib.tn.us	901-415-2718
TN Disability I & R Office (TN Disability Pathfinder)	Carole Moore-Slater Emmy Hubbard	Vanderbilt University 1810 Edgehill Ave Nashville 37212	carole.moore-slater@vanderbilt.edu	615-322-8529
Contact-Concern of NE TN, Inc.	D. Lynn Sorrell Karen M. Tipton	P. O. Box 3336 Kingsport 37664	contactconcern@chartertn.net	423-246-2273

Rochelle Bowen		P. O. Box 613243 Memphis 38101	<u>Rbowen2965@aol.com</u>	901-859-7376
Metropolitan Inter-Faith Association (MIFA)	Caprice Snyder Phyllis Phillips	910 Vance Ave. Memphis 38126	<u>Csnyder@mifa.org</u>	901-529-4577
Knoxville-Knox County Community Action Agency/ Office on Aging Senior Citizens Information & Referral	Barbara Monty	P. O. Box 51650 Knoxville 37950-1650	<u>Bmonty@knxcac.org</u>	865-524-2786
Grace House of Memphis	Diane White Sharon Trammell	329 N. Bellevue Memphis 38105	<u>Dianewgracehouse@aol.com</u>	901-722-8460
Methodist Hospice	Renee Dillard Mary Elizabeth Jones	6423 Shelby View Dr Suite 103 Memphis 38134	<u>Dillardr@methodisthealth.org</u>	901-380-8169
Area Agency on Aging, GNRC	Diane Schlaufman Melissa Fortson	501 Union Street 6 th Floor Nashville 37219-1705	<u>Dschlaufman@gnrc.org</u>	615-862-8828
Prevent Child Abuse TN	Carla Snodgrass Kristen Rector	1120 Glendale Lane	<u>crsnodgrass@earthlink.net</u>	615-383-0994
United Ways of Tennessee	Julie Denning Mark Desmond	103 Hazel Path Court, Ste. 5; Nashville, TN 37075	<u>Jdenninguwn@bellsouth.net</u> <u>Mark.desmond@uwnashville.org</u>	615-264-8986
Deborah Jacobs		1407 Union Ave. Suite Memphis 38104	<u>Deborah.jacobs@state.tn.us</u>	901-543-4610
Northwest Tennessee Development District	Julie Jones Susan Hill	124 Weldon Drive PO Box 963 Martin, TN 38237-0963	<u>jones@charterbn.com</u>	731-587-4023